



2020 TTA State Rodeo, Conference & Expo!



McAllen, Texas • April 3rd—8th

Title Sponsor:



Creative Bus Sales

Hosted by:



metro
McAllen, Texas

Sunday: April 5th

Please Note that times are subject to change:

- 5:45-7:00AM Shuttle for Fishing Tournament
- 7:00-7:30AM Registration
- 7:30AM-Noon Fishing Tournament
- Noon-1:00PM Luncheon and Awards following
- 3:00-6:00PM Conference Registration Open
- 5:30-7:00PM Welcome Reception



Monday: April 6th

- 8:00-5:00PM Registration Open
- 7:30-8:30AM Light Breakfast
- 8:00-5:00PM Expo Move-in
- 8:30-11:30AM General Session
- 8:45 AM Conference Welcome Remarks, Texas State Representative, Sergio Muñoz

Proud TTA Supporter:



Sergio Muñoz, Jr. was first elected to the Texas House of Representatives District 36 on March 2010. The district includes parts or all of the cities of Hidalgo, Granjeno, McAllen, Mission, Palmview, and Pharr in Hidalgo County. Since his election, Sergio has received countless accolades, such as, recognition for his continual support and leadership from the Advocates for Patient Access, the Boys and Girls Club Texas Alliance, Alliance of Independent Pharmacists, and the U.S. Customs and Border Protection RGV Sector. The awards highlight his commitment to our community and the diligent attention he gives to District 36.

Sergio has served as Vice-Chairman of the Insurance Committee and is currently Vice-Chairman of the Land and Resource Management Committee. He has also served as a member of the powerful Appropriations Committee since the 83rd Legislative Session. Sergio attended Mission High School and graduated from the University of Texas at Austin with a degree in Business Administration. Afterwards, he earned his law degree with honors at the Thurgood Marshall School of Law and graduated magna cum laude.

9:00 - 09:30 AM

Update from FTA, Gail Lissy

9:45 - 11:15 AM

Transformational Leadership Workshop, Donna Griggs (sponsored by TxDOT)



Josh is a leader that everyone wants to work with. His team consistently exceeds expectations; in fact, a number of the organization's innovative ideas have come from his team. In contrast, many other leaders seem to be looking for the best ways to motivate their teams, but are met with resistance, turnover and results that are only average. Why? Josh is an example of a transformational leader – one who motivates, encourages and inspires people to ignore the improbable and reach for the stars.

If you want to learn secrets for inspiring your employees to create change and the magic of getting that change adopted, this workshop is for you. Donna Griggs will challenge and entertain you throughout the entire session. At the end, you will have new insights on the next steps in your leadership journey and a roadmap to get you where you want to go.

Donna Griggs has been at the forefront of transformation and performance improvement for over 30 years. Her distinction in the field stems from her unyielding commitment to harness the power of a company's employees to lead transformations. Donna's track record boasts overwhelming results in minimizing turnover, increasing engagement, accountability, and productivity while reducing costs. Her engaging style, innovative concepts, and implementation skills have garnered industry recognition and acclaim. Donna has successfully applied these concepts in a variety of organizations including manufacturing, banking, healthcare, transportation, service, construction, technology, education and government.

11:45-1:00 PM

Awards Luncheon

1:15– 5:15 PM

Breakout Sessions

1:15 -2:05 PM

**Reimagining your system around transit investments; Move McAllen
Tim Simon, Alliance Transportation**

Often times small to medium size towns don't imagine rapid transit or network designs other than hub-and-spoke patterns belong in their system. At some point your transit system and the community it serves begins to outgrow the traditional hub-and-spoke design filled with infrequent routes running in zig and zag loop patterns. This is a story of how the City of McAllen created a vision of a redesigned transit network and reimagined their local system to leverage the investment in their existing international transit center as well as their new Transit Center in order to create complete and connected transit network that no longer required 2+ hour commutes to access jobs and essential destinations. Move McAllen started by having a conversation about transit with their community so that they could create a locally preferred alternative that would connect the community, leverage its assets and position McAllen to layout a transit network that will serve as a foundation for future Transit Oriented Development (TOD) and High Capacity Transit (HCT). This presentation examines how the planning team used a conversation with their community coupled with technical expertise to reimagine their system in a way that hadn't been done to date.

1:15 -2:05 PM

**Maintenance 101,
John Hendrickson, Hendrickson Transportation Group, Inc.**

1:15 - 2:45 PM

Conflict Resolution (sponsored by TxDOT)

Kristen Joyner

Conflict is inevitable in workplace settings and public transportation is no different. Conflicts can arise between co-workers, be imbedded among supervisors and subordinates or when there is a clash with customers. Managing conflict is a key management competency that requires study and practice to maintain a positive workplace environment. We will review examples of conflicts and resolutions in a transit environment that can give you an idea of what to expect when conflicts arise.

1:15 -5:15PM

Easter Seals

Do I Have to Do That? The ADA: Reasonable Modification and Reasonable Accommodation

Kristi McLaughlin (sponsored by TxDOT-scholarships available) 4 Hour - Easter Seals

The FTA has issued its final rule on Reasonable Modification to Policy and Practice, and sometimes it leads to a lot of questions. "Do I have to do that?" is one of the most common questions we hear when people ask us to help interpret the regulations. This workshop will help you sort out what you have to do and what you don't! We will discuss policies and processes for implementation and give examples designed to demonstrate how to make case-by-case decisions about granting reasonable modifications to passengers with disabilities. We will also talk about Reasonable Accommodations when you hire individuals with disabilities, or when you need to make accommodations for employees on the job. You will learn what the ADA requires you to do and simple solutions for making determinations on reasonable accommodations. There will be plenty of time for group discussion and questions and answers pertinent to your particular agency. Come and find out, "What DO I have to do?"

Kristi McLaughlin is a senior project manager for Easter Seals Project Action Consulting and has led a number of training initiatives including the signature events "Accessible Transportation Coalition Initiative" and the "Introduction to Travel Training Workshop." Kristi is an experienced trainer with extensive knowledge of the transportation provisions of the Americans with Disabilities Act, best practices in customer service, and paratransit eligibility and operations. Her background includes travel training, coordination planning, writing training curriculum and providing technical assistance regarding accessible transportation. Kristi began her career in transportation as a scheduling clerk at Bloomington Transit in Bloomington, Indiana. She has since worked as manager of the paratransit system in Bloomington and as general manager of the Niles Dial-A-Ride in Niles, Michigan. Kristi has a B.A. in Philosophy and a M.S. in Applied Health Science, and holds ADA Coordinator and Master Project Manager certifications. She is the principal owner of McLaughlin and McLaughlin, LLC, a private consulting firm.

2:15-3:05 PM

Are You Assessing Your Instructors & Training Program like Your Students?

Robert Rahab, FAAC, Inc.

This presentation will cover various ways to assess and improve your programs to ensure optimal training. Learn how to get objective assessments on your curriculum, instructors and delivery of your program. Understand the importance of having an Academic Policy in place, the use of the Kirkpatrick model and various assessment tools that will give you better insight into your training program.

2:15 - 4:05 PM

More Leadership Techniques that deal with change (sponsored by TxDOT)

Donna Griggs,

Strong leadership is essential for building a strong, capable workforce with employees who are excited, encouraged, and engaged. During this session, we will look at some of the most common questions leaders have as well as key items for effective leadership. You will walk away with tips and tricks to more effectively:

- Hold employees accountable
- Manage your supervisor
- Give and receive feedback
- Resolve conflict

3:15-4:05PM

Human Trafficking – How can transit move forward? Kristen Joyner

Texas has more open human trafficking cases than any other state. There are an estimated 313,000 victims of human trafficking in Texas. Unfortunately, public transportation plays a role in getting victims to and from their “work place”. The good news is that transit frontline employees are the eyes and ears of the community and can be an unstoppable army in this battle against human slavery. But how? This session will provide practical tools and ideas that are easy to implement, so that you can be the hopeful solution to this tragic problem.



3:15 - 4:45 PM

DRIVER RECRUITING AND RETENTION (SSShhhhh, here’s the secret! Start retaining so you can stop recruiting!) Mark L. Szyperski, On Your Mark Transportation (sponsored by TxDOT)

Mark L. Szyperski is the President/CEO of “On Your Mark Transportation, LLC”, a consulting firm for the Bus, Motorcoach, and Luxury Transportation Industry. His firm has worked with many Bus and Motorcoach companies on recruiting new drivers. Mark, himself, has traveled to hundreds of bus companies across the United States, Canada, and Europe. He has found some very interesting situations when visiting, and brings these observations to our conference! Are you having issues with driver recruitment and retention? Come join this session to find out where you may be able to do something different than you are doing now!

4:15 - 5:05PM

Tools to manage your 2nd or 3rd largest expense that has never been managed before Bill Hughes, President BenaFix

With average health insurance premiums as high as \$7,500 per employee annually, and double or more for a family, any savvy CEO or business owner has to be asking themselves, “when will health insurance premiums surpass salaries and wages?” The answer is the elephant in the room and, if employees make \$12 per hour, at some companies, premiums for a family already cost as much as that \$12 per hour wage. What can an employer do? Believe...it starts with a belief that there is another way. It starts 174 BREAKING THROUGH THE STATUS QUO with an openness to hear out of the box strategies.

A graduate of Baylor University Hankamer School of Business and an innovative benefits consultant, Bill Hughes has been proactive in reengineering the purchase of healthcare. To that end, he is a published author of multiple books on the topic of Employer Healthcare Management. Bill is passionate about transparency and the reform of healthcare on the national landscape as well as helping employers manage and navigate new ways to purchase healthcare. Bill is a Charter Member of the Agency Growth Mastermind Partnership—an elite national network of strategic, forward-thinking business consultants and benefits advisers.

5:30-7:30PM

Reception in Expo Hall

7:30-8:30AM

Light Breakfast

8:00-5:00PM

Registration Open

8:30-9:30AM

Creating Vibrant & Healthy Cities for All (General Session)

Gil Penalosa

This presentation provides a general overview on how to create a vibrant city, with healthy communities where all people will live happier. It includes some of the other presentations but in a general view, such as sustainable mobility, parks and public spaces, Ciclovía, etc.

Gil Penalosa is passionate about cities for all people. He advises decision makers and communities worldwide on how to create vibrant cities and healthy communities for all, regardless of age, gender, ability and social, economic, or ethnic background. His focus is on the design and use of parks and streets as great public places, as well as the promotion of sustainable mobility: walking, riding bicycles, using public transit, and new use of cars.

Gil is the Founder and Chair of the successful Canadian non-profit organization 8 80 Cities, as well as first Ambassador of World Urban Parks, the international representative body for the city parks, open space and recreation sector. In addition, Gil leads a private international consulting firm - Gil Penalosa & Associates, providing services as an inspirational keynote speaker, facilitator of strategic workshops and advisor to decision makers.

Throughout his career, Gil has been a strong advocate for improving city parks, making his first mark in the late 1990s where he led the design and construction of over 200 parks in Bogotá, Colombia - including Simon Bolívar, a 113-hectare park in the heart of the city. His team also initiated the "new Ciclovía" / Open Streets - a program that sees over 1.7 million people walk, run, skate and bike along 121 kilometers of Bogotá's city roads every Sunday of the year, and today is internationally recognized and emulated.

Because of Gil's unique blend of experience, pragmatism and passion, many cities and organizations worldwide seek his leadership and valuable advice. He has worked in over 350 different cities in all continents.

Gil holds an MBA from UCLA's Anderson School of Management, where he recently was selected as one of the "100 Most Inspirational Alumni" in the school's history. Gil received a Doctorate Honoris Causa from the Faculty of Urban Planning at the prominent Swedish university, SLU. He is a Certified Professional Speaker by the US-NSA. This year Gil was listed in Planetizen's Top 100 Most Influential Urbanists, and last year received in Australia the World Urban Parks Annual Distinguished Individual Award.

9:30-1:00PM

Expo

11:30-1:00PM

Lunch in Expo Hall

1:15-5:15PM

Breakout Sessions

1:15 -2:05PM

7 Steps to Safety

Paul Comfort

1:15 -2:05PM

Civil Rights



1:15 - 2:45 PM

Increasing Your Ridership through a Travel Training Program**Kristi McLaughlin (sponsored by TxDOT)**

Do you need new ideas for how to increase your ridership? Studies have shown that increased education and experience of community transit options increase the use and future intended use of public transit. Travel training gives the opportunity to increase people's knowledge of available transit services, as well as providing advanced, one-to-one skill building for people with disabilities and older adults. By taking advantage of travel training programs, ridership increases because more people know about the service and how to ride, as well as helping older adults and people with disabilities to be more independent. From buddy programs to more formal options, join this session to learn of the "family of travel training options" that may help you increase your ridership.

1:15 - 5:15PM

(Easter Seals)**Succession Planning for Small Transit Agencies – 4 Hour - Easter Seals****Kristen Joyner (sponsored by TxDOT-scholarships available)**

Succession Planning: The future-focused practice of identifying the knowledge, skills and abilities to perform certain functions and then developing a plan to prepare multiple individuals to potentially perform those functions.

Sounds frightening, impossible and maybe something that can be put off for tomorrow – But wait! According to Workforce Development and Succession Planning to Prepare the Rural Transit Industry for the Future, "As America's transportation workforce continues to age, there is an increased need to invest in workforce development to combat the impending retirement tsunami. This is especially true within the small urban and rural transit industry." The report goes on to say that 63 percent of the transit workforce is over 45 years of age. It is in fact the oldest workforce within the transportation sector.

In this workshop, participants will gain an understanding of why a succession plan is important for all-sized transit systems, how to put a usable plan together and what principles are needed for identifying crucial job skills, knowledge, social relationships and organizational practices to prepare the next generation of workers, thereby ensuring the seamless movement of talent within their organization.

Kristen Joyner is Founder and President of KJ Backpack, LLC. Her expertise includes transit association work as Executive Director for the South West Transit Association and administrative public transportation experience for Rock Region Metro, Little Rock, Arkansas. She leads with energy, expertise, and creativity in executive roles, as a team leader, and as a subject-matter expert. For twelve years, Ms. Joyner has developed and delivered training programs, workshops, and conferences for the transit industry, promoting strong transit workforce development, leadership, and communication across the transportation sector.

1:15 - 2:45 PM

"Navigating the Me-Too Movement in Transit": Sexual Harassment**Robbie Sarles, (sponsored by TxDOT)**

In the wake of the recent sexual harassment and assault scandals, the topic of sexual harassment in the workplace has become a hot button issue. The session will cover:

What is the Me-Too Movement all about?

Why now? --- What has changed?

How to promote awareness of different views and different perspectives.

What impact does it have on the workplace?

What impact does it have on service delivery?

What policies and procedures need to be in place?

2:15 - 4:05 PM

Sustainable Mobility (Sponsored by Metro McAllen)**Gil Penalosa**

Everybody walks. In fact, every trip begins and ends with walking. Sidewalks are the most important infrastructure in any city, as walking is about more than just walking. It provides people of all ages with a healthy and affordable means of getting around. With an emphasis on sustainable mobility, including walking, riding bicycles, taking public transit, and new uses of cars, this focus area also highlights connections to economic development, the environment, public health and other topics.

3:15 - 4:45 PM

Crisis Communications on a Card: The Essentials of an effective Plan Morgan Lyons, Owner and Principal, Lyons Strategic

Transit agencies are exposed to all sorts of potential crises. But it's not necessary, or maybe even possible, to have detailed communications plans for every possible situation. This session will present the essentials of an effective crisis communications plan that can be scaled to most any agency size or crisis scenario. At the end of the session, participants will be able to identify the elements required to communicate effectively in a crisis and understand the communication skills needed.

Morgan Lyons advises CEOs, corporations, public agencies and trade associations primarily in the fields of transportation and infrastructure. His career in communications began as an award-winning journalist telling stories about everything from presidential candidates to rattlesnakes.

For more than 20 years Lyons served as the spokesperson for Dallas Area Rapid Transit (DART), one of the nation's leading public transportation agencies. As Vice President, External Relations he provided strategic counsel to executive and board leadership as the agency grew into a multi-modal transit operator. Previous engagements include The University of Texas Southwestern Medical Center at Dallas, and positions in state government, healthcare and public relations agencies. By rough estimate he has done more than 20,000 interviews.

He has served as chair of APTA's Marketing and Communications Committee, and as a member of APTA's Board of Directors. He is presently a member of the Legislative Committee. He previously served on APTA's Authorization Task Force, where he helped develop the legislative program and communications strategy for passage of a multi-year federal transportation funding bill in 2015.

He is a popular speaker on communications strategy, social media and media relations. His work, as well as the work of teams he has led, continues to receive national recognition.

Lyons holds undergraduate and graduate degrees from Baylor University and a graduate degree from The University of Iowa.

4:15 - 5:05PM

10 Feet Tall And Bullet Proof, Safety culture; Jack Jackson, Safe Start

Do the terms "that will never happen to me" or how about "I've been doing this job for 30 years and never been hurt" sound familiar? Do you have people in your organization that are "10 Feet Tall and Bullet Proof?"

Jack will address this attitude and help us to understand why, as adults, we tend to think we are "safe enough". With this viewpoint of many employees, it is difficult to make real change. This session will address how to take us from thinking we are "safe enough" already to exploring how to get the attention of management to address those things that will enhance your safety culture.

Jack will lead you through the transition that all employees need to make, from thinking that nothing can hurt us to learning from our mistakes.

Jack is a motivational presenter and you will leave this session with new ideas on how to advance your safety culture by getting people to think differently about their own personal safety. This presentation is designed to spark critical thinking.

Learning Outcomes:

1. Understand why as adults, we think we are "Bullet Proof". How did we develop that "I'm Safe Enough" attitude?
2. Provide motivation to develop personal safety skills that will help to overcome this attitude.
3. Be Introduced to four simple techniques that will improve your personal safety skills, and can also be shared with your family and loved ones to keep them safer as well.

Tuesday: April 7th

Please Note that times are subject to change:

4:15 - 5:05PM

Small but Mighty: How “Micro-Projects” Will Win the War on Declining Ridership Swiftly

Over the last decade, agencies in 31 of America’s 35 largest cities have seen significant drops in transit ridership. But why are riders giving up on transit? TNCs are playing their part of course, but a study at UC Berkeley offers a different take: on-board delays caused by back-ups, congestion, and construction were the number one reason riders cited for reducing their bus trips. Solutions to these kinds of delays, like Bus Rapid Transit, take years of planning and millions of dollars to implement, so what’s an agency to do in the meantime?

In this session, we’ll review the growing trend of transit “micro-projects,” which aim to increase transit speeds at high-impact intersections in a fraction of the time and on a fraction of the scale of more conventional approaches. Through a series of case studies, we’ll examine how hyper-targeted programs in Baltimore and greater San Jose, CA, have increased transit speeds — and ridership — in weeks, not years.

Key takeaways will include:

How the trend of “micro-projects” has helped stem falling ridership in cities across the country

- How “micro-projects” expedite approvals for small-scale but impactful projects that ‘add up’ to larger projects
- Best practices for prioritizing corridors and intersections for “micro-projects”

Wednesday: April 8th

Please Note that times are subject to change:

7:30-8:30AM

Light Breakfast

8:30-9:40AM

Paul Comfort, CEO Round Table

9:40-10:20AM

2020 Census, Projections and possible impacts, Michael Walk/ TTI

10:35-11:40AM

GO LIVE YOUR PASSION! (Do your passion, and never work a day in your Life!) Mark L. Szyperski, On Your Mark Transportation

Mark L Szyperski, President/CEO of “On Your Mark Transportation, LLC”, a consulting firm for the Bus, Motorcoach and Luxury Transportation Industry, closes our conference with a discussion about pulling on the knowledge you have gained, along with the network you have created, and take it home to share with others! Now is your chance to hear from someone who lives his passion every day, and how he enjoys life because of it!

11:40- 11:50AM

Closing of conference and Preview of 2021 State Rodeo, Conference and Expo

11:50-1:00PM

Grab and Go Lunch